

1 MESSAGING AND PROMOTION FOR
2 DIGITAL AUDIO MEDIA PLAYERS

3 ABSTRACT OF THE DISCLOSURE

4 Messaging, such as promotional messaging, is delivered to users of digital
5 audio media players, such as digital disc and tape players. Portable players are especially
6 suited for practice of the invention. Players include a wireless receiver to receive messages
7 and memory for storage of messages. Alternatively, player memory is pre-loaded with
8 messages. A controller plays messages at reasonable times, e.g., at breaks between tracks
9 of the audio disc or tape being played. Advertising or promotional messages are broadcast
10 to capable digital audio players via wireless transmission and stored in memory. The player
11 reads control information on the disc and stores it in memory. The control information is
12 used to play messages from memory. An effective promotion method is enabled through the
13 invention and use of a player capable of message reception, storage and play in accordance
14 with the invention. A promoter can arrange for the distribution of players, for free or at a
15 reduced cost. An event, e.g., a festival or concert, provides a preferred circumstance to target
16 a particular group of recipients of promotional or advertising messages. Promotional
17 messaging that preferably comprises advertising is then broadcast to the distributed players,
18 which store and play messages between tracks.